

Note for Schneidman, Eileen

*** URGENT ***

From: Schneidman, Eileen
Date: Thu, Apr 6, 1995 12:31 PM
Subject: Racing Follow-up Comments
To: Baca, Carl

Carl,

First, we all agree that the 3 comps were a terrific range of concepts and were all on strategy. The following comments represent input from Brand (Nancy, Steve and me), Fulfillment (Ed and Sheila) and Legal.

OE

- Although the truck shot is a work of art and intriguing, we'd prefer visuals that are more "in your face" Racing (plus communicate the excitement and power of the sport). The "thumb's up" man with "glove on wheel" is our choice.
- OE format should still be horizontal, given we're going with the car diecut inside.
- Warning Box: Legal confirmed that we will only need a warning box if either shot has been used as an ad before OR the shots can be construed as ads. The latter simply means that if we are overt with branding (which we aren't) we'll need to include a warning box.
- Return Address: Please provide return address. NeoData is currently swamped, so you'll have to secure a keying vendor for undeliverables.
- Permit #: You guys will also provide, seeing that this piece will mail from your vendor. Obviously, we're going out 3rd Class. Please provide cost for endorsements.
- Copyline: Great to reference team members, but please tease them with all the juicy new offers they can sink into inside.

CAR DIECUT

- We think this piece is great! Steve's convinced Racing enthusiasts will want to display. Can you take a shot at developing perf out "feet" on back of piece? How much more would this cost us? We'd also need to include some discreet copy that indicates piece can be displayed.
- Please remove all copy from the diecut piece. Tease copy will be printed on Offer Insert.

OFFER INSERT

- As discussed, this piece has to better track the consumer through the Offers. After further discussion in-house (and alot of Nancy input), we feel one of two formats would work most effectively: either separate offer cards and order form (like recipe cards) that would be "filed" in diecut piece OR a vertical piece that unfurls when pulled out of diecut piece (perf off order form would exist at bottom of this form). Can either fly production-wise? I'm for the latter.
- Either way, we'd like to see only one copy line on top. The current "All new offers for Team Members" is straightforward and accurate, but lacks some attitude and punch. Please provide at least three other tease lines, and somehow also direct consumer to "Pull here" (quite a few folks in-house had trouble initially removing from diecut sleeve). But don't say "Pull here"...too boring.

OFFER INSERT: FIRST PANEL

- The first panel should lead with Card visual and how we're offering up 4 new card "uses" (pull copy from Cross version...it looked like one when opened fully). Please slightly rework copy to tie into approved creative.

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- This would be an appropriate spot to say "if you need to replace your card, please see order form below".

OFFER INSERT: MARLBORO AUTO CLUB

- Marlboro Auto Club should be the primary offer.
- Please always reference offer as "Marlboro Auto Club".
- You can mention that all benefits provided by US Auto Club and that benefits are comparable to other leading Auto Clubs at HALF THE PRICE. Hammer home that we're giving these consumers a great deal just because they're Team Members! Plus, please add that this is a year or annual membership.
- Where'd you guys get that US Auto Club governs the Indy 500?
- You have currently referenced the top benefits: 24 hour (add this) Emergency Roadside assistance, custom trip routing service (refer to it as this...not just maps) and hotel and car rental discounts. Please also add something like this: "Other benefits include free spousal coverage, ambulance service reimbursement and auto theft reward. Once you've signed up, your welcome kit will detail all and more"
- Please don't bury \$24.99 in paragraph. Call it out below paragraph and direct consumer to order form. Continue to call out UPC and/or cash requirement for all offers.

OFFER INSERT: POSTER

- Because Mobil and Goodyear won't be participating, please add a "Free Commemorative Racing Poster" offer.
- Please provide poster reco and cost to "tube" out to the consumer. The latter will help us decide how much the consumer pays in postage and handling.
- Because the item is a branded incentive, we'll also have to ask for UPCs. Please provide poster cost. We'll probably ask for 5 UPCs.

OFFER INSERT: MAGAZINES

- We really like how this is shown as "titles" only (gets around alot of legal headaches if we were to feature covers).
- Please include SI positioning copy.
- Other 4 pubs: please confirm that all positioning lines and number of issues per year are accurate.
- Marlboro Special price is lowest offer to consumers...say so.

OFFER INSERT: T-SHIRT

- Legal currently running trademark search on "Marlboro Track-T". Did your legals do a preliminary check?
- Please add 5 UPCs (you guys left off "5").
- Now that you have actual shirt, please show in next comp and make sure to tell consumer it's the "back". Please utilize inset photo to show front pocket.
- No sizes will be offered, just XL (double check tag for me please).

ORDER FORM

- Please take another shot at laying this out. Here's the important stuff:
- Replacement Card should be check box and 800 # option.
- There will only be one address for all offers. Make it up for the comp.
- Plus, Marlboro Auto Club can be ordered through 800#.
- Must contain lasered membership #, OCR code and name/address.
- Provide area where consumer can change name/address.
- Include RAF.
- Include top 6 or 7 survey questions.
- Consider walking consumer through order form by numbering steps (ala Gear order forms).

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NEXT STEPS

4/10: Revised comp.

4/21: A&K due.

Yikes! That's it for now. POS # to come shortly.

Thanks, Eileen

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